



**FEDERAL EXECUTIVE BOARD GREATER LOS ANGELES**  
**Presents**

# **CFC CANVAZ**



**OCTOBER 2000**

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## **Joint Purchasing saved \$42,426!**

We thank our 21 CFC partners and our 4 lowest bid vendors for making our pilot Joint Purchasing Project a huge success! Yes, \$42,426 was saved compared to 1999 costs, proving the value of CFC network collaboration. The project was especially helpful: a paper price increase would have raised 2000 prices for all CFCs.

## eCLIPS

Check out the new OPM web site newsletter **eCLIPS (electronic news clippings)** At <http://www.opm.gov/cfc/newsletter/Vol1-Issue1-1.htm>. The first issue was written by CANVAZ editor-writer Andrea Winkler.

### Sharing

Looking for a fun way to publicize your CFC? For the 2<sup>nd</sup> year, **Greater Los Angeles CFC** held a Halloween Haunt event, publicized in 3 newspapers as open to the public. Last year a **Coast Guard** cutter was transformed into **Ship of Horrors**. Each ship area highlighted a scary problem addressed by CFC contributions, like drug abuse. This year the **Veterans Administration** loaned an empty residence on an isolated, windswept hill, which was transformed by Federal agencies and non-profit CFC agencies into **House of Horrors**, enjoyed by about 200 visitors. Highlights included a dark maze, the "Psycho" room, the "Blair Witch" garage, and a bride-skeleton lying in an open casket in the back-yard cemetery. Admission was \$2 for adults and \$1 for children, with net proceeds going to undesignated CFC funds. Kudos to Bob Burnett ([Boburnett@unitedwayla.org](mailto:Boburnett@unitedwayla.org)), PCFO staffer, for coordinating this innovative event.

## Joint Purchasing continued

Detailed results are available upon request; click on [andrea.winkler@m1.irs.gov](mailto:andrea.winkler@m1.irs.gov). A PowerPoint animated, 10-slide show is fun to run on your computer. An Excel spreadsheet has each CFC's information. The following summarizes the results.

**Project Objective:** Increase net charitable donations to the needy by reducing overhead through economies of scale for a Federal population of 353,200.

## Brochure Results

**Number Printed:** Year 1999: 332,750; Year 2000: 334,400.

**Total Cost with Shipping:** 1999 \$155,762; 2000 \$125,676, a **19% savings!** The CFCs bought more brochures for a lower total cost in 2000.

**Total Saved by CFCs Paying Less in 2000:** **\$37,266.**

**Average Per Copy Costs All 21 CFCs:** Year 1999: 47 cents; Year 2000: 38 cents

**Per Copy Savings for CFCs Who Saved Money:** Average 36 cents; Range 12 to 82 cents.

**Number Benefiting:** 16 CFCs used the 2 project vendors or used project bids to negotiate similar prices from local vendors.

## Pledge Form Results

**Number Printed:** 1999: 484,300; 2000: 446,600 (8% decrease)

**Total Cost with Shipping:** 1999: \$38,294; 2000: \$33,359, a **13% savings.** The savings exceeded the order size decrease by 5%.

**Total Saved by CFCs Paying Less in 2000:** **\$5,160.**

**2000 Per Copy Price Range:** 3 to 9 cents a form paid to project vendors; 5 to 54 cents a form, to other vendors.

**Per Copy Savings by CFCs Who Saved:** Average of 2 cents & range of 1 to 7 cents

**CFCs Benefiting:** 15 CFCs used one of three project vendors or used their bids to negotiate similar prices locally.

## Overall Results

**Savings Range per CFC:** \$45 to \$12,025;

**Average Savings:** \$3,492

**CFCs using project vendors for brochures and/or pledge forms:** 14 (67%) (more)

## Periodical Round-Up

In the midst of our campaigns, it helps to remember that personal stories inspire contributions & to include moving stories at CFC events. My favorite of 9 stories about ordinary people who give exceptionally tells of the Pittsburgh developmentally-disabled bootblack, who earns \$9,000 a year & has given \$40,000 from shoe-shine tips, over the last 17 years, to the Children's Hospital Free Care Fund for the needy. If you need a story for an event, check this article. *People Weekly*, 9-21-98, v49 n21 p60, "From the Heart."

In this first year of CFC giving online via Employee Express (pilot in Los Angeles, San Francisco, Dallas, & Atlanta), a study of interest by a direct marketing & fund-raising firm is reported in *American Demographics*, 12/99, "Charity Begins Online." 25% of American adults (50 million people) are both online & say they donate time or money to social causes. Of this group, 56% haven't visited a charity web site & only 7% have given online. Compared to their direct-mail counterparts, the potential online givers were younger (average age 42 vs. 66). We know CFC web sites are a way to reach younger non-donor Feds. With more employees telecommuting & missing CFC events, creating a CFC web site & using e-mail to market CFC are essential. The article notes customized web-site content produces better results.

Joint Purchasing continued

## Success Story Example

*Greater L.A. CFC* switched to CSC, a project vendor, and saved \$11,041 (48 cents a copy) on brochures. On pledge forms, L.A. used SDG both years, but saved \$984 in 2000, due to the project's lower prices. Total saved: \$12,025.

## VENDORS

**Brochures:** C S C, [suzanne@campaignservice.com](mailto:suzanne@campaignservice.com)

Moore, [janice.forzano@gs.moore.com](mailto:janice.forzano@gs.moore.com)

**Pledge Forms:** Sue Davis Graphics (SDG)

[suedavis@pacbell.net](mailto:suedavis@pacbell.net)

Creative Data Products (CDP), [Lreid@cbsdist.com](mailto:Lreid@cbsdist.com)

C S C, [suzanne@campaignservice.com](mailto:suzanne@campaignservice.com)

## What's Next?

Click on [andrea.winkler@m1.irs.gov](mailto:andrea.winkler@m1.irs.gov), to provide feedback:

- ✍ Should we conduct a similar network project next year?
- ✍ If yes, what changes do you suggest?
- ✍ If we do not hear otherwise from you, our tentative plan is to start a similar project next spring, inviting the same vendors to participate, along with low-bid local vendors some of you identified.
- ✍ We will use the numbers of brochures and pledge forms you ordered this year as starting points. Please inform us if these change.

### The Inquiring Campaigner

This month your reporter conducted an informal, unscientific, anonymous, written survey of 15 people at a CFC kickoff. No one refused to complete this survey:

1. Do you give to the CFC? 13 yes; 2 no
2. If yes, why do you give? 10 help others in need, 3 good campaign & cause
3. If no, what is your main reason? blank
4. What is your favorite charity? 15 mentioned, 5 help children
5. What do you like about this charity? 8 answers, mainly various kinds of help given: children, hunger, drug use, women, dogs, & deaf
6. Have you ever volunteered in the community? 7 yes, 7 no, 1 blank
7. If yes, what type of volunteering have you done? 8 answers, 3 help children
8. If no, what keeps you from volunteering? 4 answers: lack of time, transportation, & information.

One thing this tells us is the most effective kickoff speakers for this group may be from children's charities. What could a survey tell you to help your CFC? interest donors?

## WEB SITES WORTH A VISIT

[www.oklahoma.feb.gov/June%20News.html#cfc](http://www.oklahoma.feb.gov/June%20News.html#cfc)  
12 Steps to a Great CFC.

[www.lacfc.org](http://www.lacfc.org) Greater Los Angeles CFC considers imitation the sincerest form of flattery. In setting up a CFC web site, feel free to copy anything from this web site. Web Master [Boburnett@unitedwayla.org](mailto:Boburnett@unitedwayla.org) has offered to help you.

[www.cfcnc.org](http://www.cfcnc.org) The web site of the largest CFC in the U.S. is fun, often updated, and full of good ideas.

[www.opm.gov/cfc](http://www.opm.gov/cfc) For authoritative CFC help, visit this site, which includes eCLIPS, explained above.

<http://cfc.whs.osd.mil> has a 29 slide PowerPoint keyworker training presentation, which may save you considerable work.

<http://www.cfcoverseas.org>, the site of one of the largest CFCs, can prevent duplication of effort and give you ideas, especially for military campaigns.

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*"It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself."*

*Ralph Waldo Emerson*

## Sample E-Mail Marketing Message to Adapt for your CFC **"What Are You Doing For Others?" REASONS TO GIVE!**

In the early part of my Federal career, I gave only nominal amounts to the Combined Federal Campaign (CFC). Why? Pure ignorance. This changed when I was asked to serve as a CFC Loaned Executive & received formal CFC training. I have been an Eagle Donor ever since. I think we FEDS need the facts before deciding whether to give to the CFC. I hope the following facts encourage you to donate, because the CFC is truly a wonderful program:

1. The ---- CFC 2000 goal is \$---- (\$ -- was given in 1999); however, the Federal workforce is shrinking. To achieve our goal, more of us need to give (--% gave in 1999) & we need to give more than last year. Our goal is attainable if --% of each office gives an average gift of \$--- or if --% donates an average of \$--- each.
2. CFC is the only authorized charitable campaign on government time, except for emergency relief. CFC has the lowest administrative cost (less than 9%) of any charitable appeal because substantial employee time & facilities are contributed by the agencies at no cost to the CFC. It is much more costly for charities to process your individual contributions.
3. There are over -- charities approved nationally or locally; they are either independent or affiliated with one of more than -- federations, to reduce administrative costs.
4. You control where your money goes, by designating up to five individual charities or federations.
5. You may contribute to charities in these counties: --
6. You can trust the CFC, which is governed by Federal Regulations requiring strict screening of charities before inclusion & independent audits by CPA firms. Each CFC is managed by a Local Federal Coordinating Committee of Federal managers & union representatives.
7. In today's world there is a great need for charitable giving. Just look outside your window or turn on the daily news to observe the need. We Federal employees are fortunate to be employed & can make a difference in our great county by giving to the CFC. It's the right thing to do & the CFC is the most efficient way for us to give.
8. Donors are recognized with these items, according to the amount contributed: --
9. Payroll deduction allows you give small amounts, as you earn them. You don't miss the money & it creates the lowest CFC overhead. Each Federal agency has to process only one consolidated check to the CFC each pay period. CFC gives one combined check to each charity, reducing the accounting costs to a minimal level. Cash or personal check is much less efficient, so if you give, please opt for payroll deductions. The minimum payroll deduction is \$ 1/pay period for civilians & \$2/pay period for military. Payroll deductions do not start until 2001 & run for only one year.
10. You can fully research the charities before contributing at [www.---.---](http://www.---.---) or in your printed brochure. Both contain a 25-word statement. You may call the charities directly using the numbers listed. Charities with over 25% overhead are expected to reduce this percentage by the following year.
11. Giving may be totally confidential with no one at your agency seeing the amount & donees. You can opt not to have your name go to the charities. You can refuse the donor recognition items, but their cost is nominal & their display encourages your coworkers to give.
12. Giving to charities keeps them operating, so they will be there when your family & friends need help.
13. Your federal agency may win a special award if enough people give in sufficient quantities. Donate as much as possible.
14. Your gift is tax deductible so save your receipt.
15. Giving to the CFC (the largest workplace charity drive in -- County) creates a more positive public image of FEDS in the community.
16. The 2000 theme is "--." Making a donation helps others & makes you feel good about yourself. You benefit from the act of giving as much as the recipients. Martin Luther King, Jr. said, "Life's most important and urgent question is: what are you doing for others?" **THANK YOU FOR GIVING TO THE CFC!**

## Network Directory of 18 Regional CFC's

Changes since the last directory are in red. Click on [andrea.winkler@m1.irs.gov](mailto:andrea.winkler@m1.irs.gov) to report changes.

<i>Combined Federal Campaign</i>	<i>PCFO</i>	<i>Phone FAX E-mail</i>	<i>LFCC Chair</i>	<i>Phone FAX E-mail</i>
Greater Los Angeles	Demetrius Stevenson, Bob Burnett United Way of Greater Los Angeles 523 W. 6th Street Los Angeles, CA 90014	(213) 630-2352 (213) 630-2369 <a href="mailto:lacfc@juno.com">lacfc@juno.com</a> or <a href="mailto:Dstevenson@unitedwayla.org">Dstevenson@unitedwayla.org</a> <a href="mailto:Boburnett@unitedwayla.org">Boburnett@unitedwayla.org</a>	Phil Montez, US Commission on Civil Rights 3660 Wilshire Bl. #810 L.A., CA 90024	(213) 894 3437 (213) 894 0508 <a href="mailto:Philip.Montez@USCCR.Sprint.com">Philip.Montez@USCCR.Sprint.com</a>
Maricopa County (Phoenix)	Teri Erickson Valley of the Sun United Way 1515 E.. Osborne Rd. Phoenix, AZ 85014	(602) 631-4851 (602) 631-4809 <a href="mailto:terickson@vsuw.org">terickson@vsuw.org</a>	Ronald Abalos, USPS 4949 E. Van Buren St. Phoenix, AZ 85026-9996	(602) 225 3100 (602) 225 3393 <a href="mailto:rabalos@email.usps.gov">rabalos@email.usps.gov</a>
Yuma Area	Jan Martin/Amanda Morales United Way of Yuma Co. 477 S. Orange Av. Yuma, AZ 85364-2268	(520) 783-0515 (520) 782-5463 <a href="mailto:uwyuma@yahoo.com">uwyuma@yahoo.com</a>	Major Rand Brinkman, MCAS, Provost Marshall Ofc. P.O. Box 99127 Yuma, AZ 85369-9127	(520) 341-3126 (520) 341-2429 <a href="mailto:brinkmanra@ex.yuma.usmc.mil">brinkmanra@ex.yuma.usmc.mil</a>
Arizona #51 [includes 4 former CFCs, i.e., all AZ CFCs, except Yuma & Maricopa (Phoenix)]	Robert Palmer United Way of Greater Tucson 330 N. Commerce Park Loop PO Box 86750 Tucson, AZ 85745-750	(520) 903-9000 (520) 903-9002 <a href="mailto:bpalmer@uwtucson.theriver.com">bpalmer@uwtucson.theriver.com</a>	LTC Carl Rebarchak Chief of Staff, 355 <sup>th</sup> WG/CS 5275 E. Granite St. Tucson AZ 85707-3012; Major Richard Harrington CFC Project Officer Davis Monthan AFB  ----- Bill King, Office of Inspector Gen., Dept. of Justice, PO Box 471 Tucson, AZ 85702-0471	(520) 228-3685 (520) 228-3191 <a href="mailto:Carl.Rebarchak@dm.af.mil">Carl.Rebarchak@dm.af.mil</a> ! <a href="mailto:Richard.Harrington@dm.af.mil">Richard.Harrington@dm.af.mil</a>  ----- (520) 670-5243 (520) 670-5246
Kern, Inyo, & Mono Counties	Irish Schwarzenbach Kings United Way P.O. Box 878 Armona, CA 93202-0878	(559) 584 1536 (559) 584-1098 <a href="mailto:KUW@KINGS.K12.CA.US">KUW@KINGS.K12.CA.US</a>	Art Ornelas, Chair USPS 3400 Pegasus Drive Bakersfield, CA 93380- 9998  ----- Gil Watson, Vice Chair SSA, 5300 Office Park Dr. Bakersfield, CA 93309	(661) 392-6102 (661) 392-6149 <a href="mailto:jrowles@email.usps.gov">jrowles@email.usps.gov</a> ----- (661) 861 4178 (661)861 4246 <a href="mailto:gilbert.watson@ssa.gov">gilbert.watson@ssa.gov</a>

Indian Wells Valley	Linda Stirling United Way of Indian Wells Valley - 350 E. Ridgecrest Bl., #110 Ridgecrest, CA 93555	(760) 375-1920 (760) 375-1274 <a href="mailto:uwiwv@iwvisp.com">uwiwv@iwvisp.com</a>	Trudi Ihle or Cindy Klassen Naval Air Weapons Station Code 830000D, 1 Admin. Cir. China Lake, CA 93555-6100	(760) 939-3412 or 4676 (760) 939-1123 or 4610 <a href="mailto:ihletl@navair.navy.mil">ihletl@navair.navy.mil</a> <a href="mailto:klassencr@navair.navy.mil">klassencr@navair.navy.mil</a> !
Mojave Valley-Barstow	<b>Peggy Teal</b> Mojave Valley United Way P.O. Box 362 (210 E. Williams) Barstow, CA 92312-0362	(760) 256-2508 (760) 256-8789 <a href="mailto:mojaveunitedway@yahoo.com">mojaveunitedway@yahoo.com</a>	Lt. Brad Skoglund or 2 <sup>nd</sup> Lt. David Aycok NTC Corps Support Battalion Department of the Army Fort Irwin, CA 92311-5000	(760) 380-4584 (760) 380-5906 <a href="mailto:david.aycock@irwin.army.mil">david.aycock@irwin.army.mil</a> <a href="mailto:bradley.skoglund@irwin.army.mil">bradley.skoglund@irwin.army.mil</a>
Imperial Valley	Laurie Nilson United Way of Imperial Cty. P.O. Box 1924 El Centro, CA 92244-1924	(760) 352-4535 (760) 352-6013 <a href="mailto:unitedwy@brawleyonline.com">unitedwy@brawleyonline.com</a>	Matt L. Issman, FEA President US Customs Service 333 S. Waterman Ave. El Centro, CA 92243	(760) 353-9090 (760) 353-9096 <a href="mailto:matt.l.issman@customs.treas.gov">matt.l.issman@customs.treas.gov</a>
San Diego County	Jay K. Gardella United Way of San Diego Cty. 4699 Murphy Canyon Rd. San Diego, CA 92123-0261	(858) 636-4114 (858) 492-2054 <a href="mailto:SdiegoCFC@aol.com">SdiegoCFC@aol.com</a>	RADM Frederick Ruehe, Cmdr. Naval Base San Diego 937 N. Harbor Drive San Diego, CA 92132-5100	(619) 532-2925 (619) 532-1400 <a href="mailto:Ruehe.frederic@Cnrswnavy.mil">Ruehe.frederic@Cnrswnavy.mil</a>
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Western Riverside County	Elaine Crabtree United Way - Inland Valleys 6215 Rivercrest Dr., # B Riverside, CA 92507-0703	(909) 697-4710 (909) 656-8210 <a href="mailto:ecrabtree@uwiv.org">ecrabtree@uwiv.org</a>	Thomas Cawthon 1351 Graeber St. #105 March AFB, CA 92578-1723	(909) 655-4076 (909) 655-4671 <a href="mailto:thomas.cawthon@riv.afrc.af.mil">thomas.cawthon@riv.afrc.af.mil</a>
San Bernardino Area	Kent Taylor or Cliff Hackney c/o Boys & Girls Club 1180 W. 9 St. San Bernardino, CA 92411	(909) 888 5910 (909) 888 1474 <a href="mailto:taylor873@cs.com">taylor873@cs.com</a>	<b>Jean Campbell, USPS</b> P.O. Box 19001 San Bernardino, CA 92423-9001	(909) 335 4301 (909) 335 4415 <a href="mailto:jcampbe2@email.usps.gov">jcampbe2@email.usps.gov</a> v
South Coast	Charles Caldwell United Way Santa Barbara 320 E. Gutierrez Street Santa Barbara, CA 93101	(805) 965-8591 (805) 962-3461 <a href="mailto:ccaldwell@unitedwaysb.org">ccaldwell@unitedwaysb.org</a>	Linda King, IRS 2500 Financial Square Oxnard, CA 93030	(805) 988-2111 (805) 988-6255 <a href="mailto:lnking@hotmail.com">lnking@hotmail.com</a>



Orange County	<b>Kim Davis or David Sybert</b> United Way Orange Cty. 18012 Mitchell Ave. Irvine, CA 92614	(949) 263-6159 (949) 263-6173 <a href="mailto:cfc@unitedwayoc.org">cfc@unitedwayoc.org</a>	Janice Hardy, Manager Customer Services, USPS 6771 Warner Huntington Beach, CA 92647-9998	(714) 843-4200 (714) 964-9731 <a href="mailto:jhardy2@email.usps.gov">jhardy2@email.usps.gov</a>
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